

Message Text

UNCLASSIFIED

PAGE 01 CAIRO 05613 031022Z
ACTION NEA-10

INFO OCT-01 EB-08 ISO-00 EUR-12 /031 W
-----031023Z 043354 /10/43

R 020937Z APR 77
FM AMEMBASSY CAIRO
TO USDOC WASHDC
INFO AMCONSUL ALEXANDRIA
AMEMBASSY ATHENS
SECSTATE WASHDC 3504

UNCLAS CAIRO 5613

C O R R E C T E D C O P Y T E X T

USDOC FOR CAGNE FROM USEM DHIR

AHTENS FOR RTDO

E.O. 11652: N/A
TAGS: BEXP, EG
SUBJECT: PRELIMINARY REPORT: CAIRO INTERNATIONAL FAIR '77

1. CAIRO INTERNATIONAL FAIR '77
2. CAIRO, MARCH 17-31, 1977
3. NUMBER OF EXHIBITORS - 22
4. SALES DURING EXHIBITION - DOLLARS 1.321.800
- A. NTE/M - 375,000
- B. OTM - 946.000

5. SALES PROJECTED SUBSEQUENT TWELVE MONTHS
DOLLARS 10.925.000
A. NTE/M - 2.975.000
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B. OTM - 7.950.000

6. NUMBER OF EXHIBORS SEEKING EXREPS - 2

7. NUMBER OF EXREPS APPOINTED - 1

8. NUMBER OF EXREPS UNDER NEGOTIATION - 2

9. NUMBER OF VISITORS TO FAIR - 370,000
(TRADE VISITORS - 70,000)

10. OUSTANDING SUCCESS STORIES:

A. A.B. CHANCE CO. (OTM): COMPANY DISPLAYING HOISTING EQUIPMENT FOR MAINTENANCE AND REPAIR OF POWER GENERATING LINES SOLD 70,000 DOLLARS OFF THE FLOOR AND PROJECTS 500,000 DOLLARS FOR NEXT TWELVE MONTHS. MR. FAKIR, EXEC. VICE PRESIDENT, COMMENTED, QUOTE BEST FAIR EVER ATTENDED, WELL MANAGED. GOOD SERVICE. MANY THANKS. UNQUOTE

B. BROWN AND SHARPE MFG. CO. (NTE): COMPANY DISPLAYING AUTOMATIC GRINDING EQUIPMENT SOLD 90,000 DOLLARS OFF THE FLOOR AND PROJECTS 210,000 DOLLARS FOR NEXT TWELVE MONTHS. MR. ARNOLD HELLEWELL, EXPORT DIRECTOR COMMENTS QUOTE USA PAVILION WAS VERY WELL ORGANIZED AND A TRIBUTE TO THE WORK OF EXHIBITION MANAGEMENT. THE CO-ORDINATION OF EQUIPMENT FROM ALEXANDRIA WAS EXCELLENT. WE FEEL IT WAS AN EXCELLENT OPPORTUNITY FOR PRESENTING OUR PRODUCT TO THIS MARKET. UNQUOTE

C. BUDD COMPANY (OTM); COMPANY DISPLAYING MODELS OF STAINLESS STEEL PASSENGER CARS AND AUTOMOTIVE BODY SAMPLINGS SOLD 200,000 DOLLARS OFF THE FLOOR AND PROJECTS 1,000,000 FOR NEXT TWELVE MONTHS. COMPANY REP. REDA KHALIFA COMMENTS QUOTE THE ORGANIZATION, SECURITY, DECOR, AND STAFF WORKING AT THE U.S. SECTION WERE EXCELLENT UNQUOTE

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D. RAYGO INC. (NTM): COMPANY DISPLAYING LINE F COMPACTING EQUIPMENT SOLD OFF THE FLOOR 130,000 DOLLARS AND PROJECTS 150,000 DOLLARS DURING THE NEXT TWELVE MONTHS. MR. JOHN PAPAGRIGORIOU, AREA MANAGER COMMENTED THAT IT WAS ALL EXTREMELY WORTHWHILE EFFORT. MATTHEWS

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
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Sent Date: 02-Apr-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Executive Order: N/A
Errors: N/A
Expiration:
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Handling Restrictions: n/a
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Legacy Key: link1977/newtext/t19770496/aaaadfov.tel
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Litigation History:
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Original Classification: UNCLASSIFIED
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Original Previous Classification: n/a
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Page Count: 2
Previous Channel Indicators: n/a
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Retention: 0
Review Action: RELEASED, APPROVED
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Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2921414
Secure: OPEN
Status: NATIVE
Subject: PRELIMINARY REPORT: CAIRO INTERNATIONAL FAIR '77
TAGS: BEXP, EG
To: COM
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vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/408b8bab-c288-dd11-92da-001cc4696bcc
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